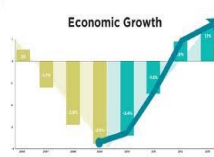




Industry-University Collaboration Has Multiple Goals

- Educator of the next generation of leaders in science, technology and business
- Source of breakthrough discoveries
- Collaborator in commercial innovation development and deployment
- Breeding ground for entrepreneurial start-ups
- Incubator for new enterprises
- Engine for regional economic recovery & future national economic growth

Georgia Tech



CREATING THE NEXT®
Strategic

INDUSTRY EXPECTATIONS ARE EVOLVING IN RESPONSE TO COMPETITIVE PRESSURES



Expanding Roles for External Technology Resources*



- Access to next generation technical talent
- Access to breakthrough/transforming technology for strategic positioning in growing markets
- Re-position current product/process to next- generation technology
- Virtual R&D Center: leverage partner assets
- Window on evolving/competitive technology
- Complementary technology to internal core research
- Accelerate commercialization via partnering to gain skill or market access
- Critical technical problem resolution

* "Accessing External Innovation", IRI Research Management, June, 1998 D. McConnell & G. Slowinski

Major corporations are down-selecting to 4 - 6 key university partnerships globally
Increasing interest in co-locating research centers at key university

CREATING THE NEXT®

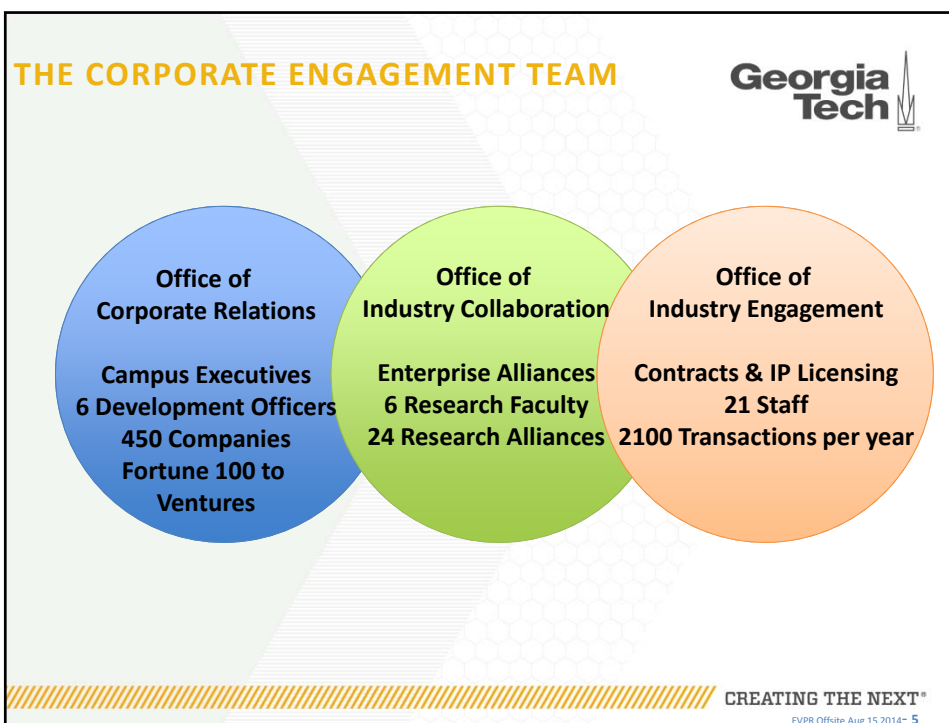
EIGHT MAJOR ASPECTS OF AN INDUSTRY COLLABORATION RELATIONSHIP.....

1. Recruiting skilled and talented students
2. Sponsoring & advising academic research
3. Contracted research and development
4. Supporting GT schools, chairs, programs, initiatives, campaigns & endowment
5. Connecting with ATDC startups
6. Continuing education
7. Vendor relationships
8. Major innovation centers / establishing a sustained presence at Tech




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EVPR Office Aug 15 2014~ 4



OFFICE OF DEVELOPMENT: CORPORATE RELATIONS



Corporate Relations is part of the Office of Development

- Prospects are assigned within the Office of Development
- Central Development officers work with organizations whose interests and engagements span across several schools, IRIs, or campus groups

Corporate philanthropy is an oxymoron

Our role:

- Work with industry to help find the most efficient and effective ways for engagement which provide a clear return for the participating organization while also advancing and benefiting the Institute

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OFFICE OF INDUSTRY COLLABORATION "ENTERPRISE TO INSTITUTE" COLLABORATIONS



- Serve as a "portal" for industry access to all of Georgia Tech's research resources
- Relationship and opportunity development, jointly with the IRI's & Corporate Relations
- Identify R,D &D opportunities aligned with company interests
- Foster new research relationships in areas of emerging corporate interest
- Identify specific public-private program funding opportunities in areas of collaboration
- Integrated contracting & IP agreements (jointly with Industry Engagement)
- Facilitate IP commercialization strategies
- Provide access to GT spinout companies
- Sustained focus on enabling commercial outcomes



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RELATIONSHIP MANAGEMENT REQUIRES COORDINATION ACROSS THE INSTITUTE



Industry Collaboration

Integrated master collaborative research & IP agreements
Identify R,D &D opportunities aligned with company interests
Foster new relationships in areas of emerging corporate interest
Identify specific public-private program funding opportunities
Innovation exploration (ideation workshops, focused seminars)
Innovation acceleration (product concepts, pilot operations)
Co-located Innovation Centers
Venture / spin out introduction

Corporate Relations

Cultivation of sustained Institute-wide corporate executive relationships
Student support, recruiting, engagement activities and capstone support
Faculty engagement (research, student recruitment, SME access)
Research collaborations
Identify R,D&D opportunities aligned with company interests
Institute support (faculty & student support, facilities, equipment)
Engagement of GT Prof Education
Vendor relationships

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CONTRACTS CONTINUUM: TAILORED TO SPAN THE INNOVATION LIFE CYCLE



Before March, 2013:

Single basic research agreement had to be customized every time research fell outside traditional exploratory / academic research context



Today:

Targeted agreements crafted to:

- Address industry challenges
- Streamline contracting process
- Provide straightforward IP terms
- Enable translational research: discovery to deployment

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Collaboration Continuum - 9